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USDA Inside USDA Information

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FOR YOUR INFO

Lotsa items this week, ranging from personnel transfers, opportunities, and lookers to details on printing trends and media announcements. Keep reading....

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RULES MAY CHANGE

A first step has been taken to establish a presidentially appointed board of directors to run federal printing. It's still a long way from legislation, but this much has been done:

A working draft of a House bill has been prepared which would move control from the Joint Committee on Printing to the new board. The board would appoint the Public Printer and the Superintendent of Documents (Sup Docs).

There would still be a Government Printing Office (GPO) and the Superintendent of Documents would sell publications.

Four of the seven board members (3-year terms) would represent "the printing and reproduction industries, organized labor, the library community, and the information industries."

The changes that this would make in federal printing are unclear since the new board would have broad powers to "make the rules." The board's regulations would go into effect unless disapproved within 10 days by the Committee on House Administration or the Senate Committee on Rules and Administration.

The bill provides that all printing would go through GPO, except that printing "may be provided other than through GPO for a period of limited duration." Since the board would decide what "limited duration" really means, nothing can be concluded at this point.

Publications would be sold by Sup Docs at a price to cover costs, except that some could be sold below cost if the board approved. Each land grant university library would be designated a depository library.

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NEW DESIGN COMING

GPO tells us that there's to be a new look for the Federal Register. Eight existing page format designs have been changed and ten new page formats have been developed, tested and implemented--bringing about the first complete redesign of the Register in history.

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NORTON ON LOAN

Bob Norton is on loan from the Food Safety and Quality Service (FSQS) to coordinate the public information efforts on behalf of the structure project. We'll all be hearing from Bob later.

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MAY GETS THANKS

Dale May, Agricultural Marketing Service (AMS), once a month has been helping the White House prepare a publication called "Buying Alert." Recently Dale got a nice thank you note from Esther Peterson, Special Assistant to the President for Consumer Affairs, for his suggestions and cooperation. The pub goes to 50,000 addressees and its articles apparently are widely used in commercial media.

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STU AND SEA CATCH
ONE

Stu Sutherland, Science and Education Administration (SEA) tells about a "new" \$1.50 book from a New York firm telling folks what SEA scientists have to say about cholesterol, fats and sodium in USDA Handbook 456. The "latest" USDA information had the wrong listings for sodium...even table salt was shown with negligible quantities of sodium. Stu says "what happened was they used figures for iron instead of sodium in tables that ran for better than 3/4 of the way through the book."

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KEVIN PLAYS 'EM SAFE

Kevin Shields, FSQS, has released a "food safety" radio public service package. It's a double-disc package with nine spots of varying lengths and formats...along with "live" copy provided with a second disc that has country-western, soul-rock versions of music. Local announcers can talk along with old enemies Sal Monella and Arnie and the new champions of the food safety campaign, Shirley Safe and Dr. Sound. Kevin mailed the spots to 600 stations. If you want to listen in or can help find some air time, call Kevin at (202) 447-9351.

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HOW'S THAT AGAIN?

When Wayne Baggett of the Federal Grain Inspection Service's (FGIS) broadcast, visuals and publications branch goes to a week-long training course at Yale U. shortly, he'll be working on a FGIS exhibit to be used at the Future Farmers of America meeting in November. How's that for doubling up?

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TRUCK STRIKE EFFECTS

And Connie Crunkleton, Atlanta reg inf officer, summarized effects of truck strikes in her area this way: Broiler production cutback about 50 percent, some destruction of broiler chicks has begun, egg supplies beginning to back up. She also said the southern fresh peach harvest, now at its peak, is seriously impaired and that consumer centers at Chicago, New York, Washington, and Philadelphia may be affected by the truck situation. Stan Prochaska says all other reg inf offices are sending newsclips to the Office of Transportation here about the truck situation.

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ABOUT THAT OCT
MEETING

Mason Miller, Science and Education Administration-Cooperative Research, is the contact for queries about the National Ag Science Inf Conference to be held Oct. 22-26 at Iowa State. (202) 447-5059. As we've noted before, the conference theme is "Popular Reporting

of Agricultural Science: Strategies for Improvement." It's open to scientists, research administrators, science communicators from USDA, extension and experiment station offices and others interested in communicating science information. Yep, there's a fee too.

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A POSSIBLE SOLUTION? Hadley Read, retired Illinois editor, is back from Indonesia. He says he's figured out what's wrong in the developing countries ... "they have no agricultural journalists." He laid out a proposal for education in agricultural journalism at the international conference he attended in the Philippines, enroute home.

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HARDWARE FOR SEYCHELLES More word about Cordell Hatch, who went to Seychelles recently, has it that he took the latest in electronic and photo equipment ... including color TV cameras, video recorders and players, video editing equipment, color TV sets, slide cameras and projector screens, audio recorders, microphones, mixers, and some spare parts and service equipment and tools. (Wonder where he put his personal effects like clothes, toothbrushes, etc.?)

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MOST OF THOSE FAR AWAY PLACES Jack Burke, K. State, sent us a clipping about Paul DeWeese, radio-TV specialist at K. State. Seems Paul--who's called the voice of Kansas agriculture--is acquiring a foreign accent, because July 1 he will begin a trip around the world to explore international agriculture and the grain export industry. He'll begin by driving a load of Kansas wheat from a field to an elevator...then will ride a train to an export elevator at Houston...then go on a boat with the grain to--wups, there's the problem. Paul wants to go to Belgium, but the boat may be headed for who-knows-where. Anyhow, he hopes eventually to follow the wheat to European mills. Besides Belgium, Ireland, Denmark, Holland, France, Portugal and England, Paul plans to visit India and the Philippines and Mexico...and will make stops in Africa, East Asia, Australia and Japan.

Yep...it's Paul's sabbatical leave and as Jack says, "now everyone can become as envious of Paul as all of us here are."

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MORE COSDA NEWS "Inside..." announced a few weeks ago that Lana Dickson, N.M., is new president of COSDA (Communication Officers of State Departments of Agriculture). Here's the rest of the slate of COSDA officers: Noah Perry, W. Va., first vice president; Janet Christensen, Mass., second vice president; John Nikoloff, Pa., secretary; Carlyle Teague, N.C., treasurer; and Charles Allen, Fla., newsletter editor. Retiring president is Margaret McCall, Mich., who also hosted the recent annual conference.

The southern group of COSDA, called SAIOSDA for Southern Association of Information Officers of State Departments of Agriculture, will be holding its annual workshop at Lake Buena Vista, Fla. (that's really Disney World), on August 5-7.

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HUNTING AND LOOKING Larry E. Shaffer is a recent PhD graduate from the U. of Ill. who is looking for a position as a writer/editor/communication

specialist in ag. communication. He's a farm boy and can be reached at 102 South Grove Street #1, Urbana 61801.

Then Bob Enlow, SEA regional inf officer at Peoria, Ill., sent us the resume of another U. of Ill. grad who's also hunting. He's Gregory L. McCully, 426 E. Parkside, Washburn 61570. Greg graduated in 1974 from Ill. in ag. communication.

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HUNTING AND HIRING

The U. of Mass. is getting back in the inf business and seeks an "extension specialist (communication)" by July 15. Applicants should have a bachelor's degree at least, a master's is preferred in a communication area. Also, applicants should have a minimum of 3 years experience, preferably in writing or editing or design or radio-TV work for an extension service. Contact is Charles E. Eshbach, 208 Flint Laboratory, Univ. of Mass., Amhurst 01003. Or, call Eshbach at (413) 545-2061.

Gwil Evans, Oregon St., writes that he's hunting a successor to Liz McHale (resigned to join the U. of Wash. where she will teach broadcast journalism). The job, called "electronic media specialist," will allow someone "to provide statewide leadership for designing and delivering extension educational programs through radio, TV, and small-format video." A master's and at least 2 years' experience are required. Interested applicants should call (503) 754-2661 or write Extension Personnel, OSU Extension Hall, Corvallis 97331. Request position announcement #310 and an application form. Deadline is July 17.

The U. of Minn. Experiment Station seeks a communicator to provide leadership in writing, editing, producing and evaluating material. A master's or equivalent is required along with one degree in journalism, English or other related area of communication. One degree and experience in agriculture is essential...also applicants must have 5 years experience in writing, editing, and publications production. Knowledge of photography, graphics and land-grant institutions will be helpful. Write Bill Milbrath in the extension personnel office at St. Paul 55108 or call Gail McClure at (612) 373-1790. Deadline is July 15.

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UP GO PRINTING COSTS

Word will be going out soon to pub editors in D.C. about expected cost increases in printing and binding work for fiscal 1980. Nelson Fitton, GPA, says GPO thinks the increase will be about 8 percent, but he reminds us that that's for all printing. Our kind of printing (mostly publications) usually brings double that amount.

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ABOUT THOSE SPEECHES

Lee Shields, Soil Conservation Service, says his nomination for weirdo speech openings should include: "The last speaker at any conference has a great advantage--hearing everything that has been said before him and not having anyone contradict him afterward."

Ben Blankenship, Economics, Statistics, and Cooperatives Service, says his best, good example comes from economist Don Paarlberg, given when the Russian wheat deal was hitting home with force: "It's clear that something unusual is going on in our commodity markets."

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